



Building Markham's Future Together
Journey to Excellence

Portal Project Update – Phase II

General Committee

May 7, 2012



Agenda

Portal Project Update – Phase II	
Background	
Enhancements since launch	
Identified Areas of focus – Phase II	
Roadmap	
Other major IT projects update	



Portal Project Update - Background

- Portal Phase I launch - June 23rd 2011
- Conducted a public survey on portal use
 - ☐ Over 90% - easy to use, easy to understand, good look & feel
 - ☐ Most used information - Recreation, Library, Events
 - ☐ Over 90% - Community info, online payment, newsletter & publication
 - ☐ About 40% - Prefer access through mobile device
 - ☐ About 20% - Willing to pay nominal fee for online transactions
- Also conducted internal survey to get input
 - ☐ High approval for usability, look & feel of the site
 - ☐ Enhancements in online services



Portal Project Update - Background

	Average Web Stats (Jan and Feb)	2012	2011
Hits	Entire Site / month	979,430	1,206,242
	Average Per Day	32,647	40,889
Page Views	Average Per Day	32,213	16,900
	Document Views / month	750,350	462,141
Visitor Sessions	Average Per Day	6,817	932
	Average Visitor Session Length	8:56 min	6:43 min
Visitors	Unique visitors / month	70,617	27,775
	Visitors who visited more than once	27,971	7,481

- Over 740 cases/tickets (about 74/month) submitted online since launch



Portal project update - Enhancements since launch

- ☐ Ward maps to identify Councillors
- ☐ Interactive maps to show active road related projects
- ☐ Service level information for online services (case submissions)
- ☐ Friendly (shorter and descriptive) links to pages
- ☐ Event calendar changes / enhancements
- ☐ Councillor pages with Councillor specific information
- ☐ Implementing enhanced accessibility tools



Portal project update - Phase II scope

Areas of focus:

- ☐ Online services (business processes)
- ☐ Online payment
- ☐ GIS enhancements
- ☐ Mobility
- ☐ Social media



Portal project update - Phase II scope

Online services (business processes)

- ☐ Over 100 online services identified
- ☐ Prioritization based on volume of transactions, associated revenue, ease of implementation etc.
- ☐ First group of online services to be available in early May
- ☐ Continue requirement gathering & business process mapping for others
- ☐ Self service capabilities leads to enhanced customer service, efficient processes for staff and supports our Greenprint initiative



Portal project update - Phase II scope

Online services (business processes)

First group of services implemented:

- ☐ Pre-authorized Tax Payment Enrollment
- ☐ Fire Truck Request
- ☐ Community Presentation Request
- ☐ Application to Permit the Injury or Destruction of Trees
- ☐ Zoning Search
- ☐ Construction Complaint
- ☐ Heritage Permit
- ☐ Pre-consultation
- ☐ Overnight Parking Exemptions



Portal project update - Phase II scope

Online payment

- ☐ Review/inventory of online services requiring payment
- ☐ Assessment of different payment options and implications
- ☐ Implementation strategy:
 - Deploy credit card based payment option
 - Interac implementation
- ☐ Payments to include 4 backend business systems (Amanda, TXM, Cayenta & Parksmart) implemented gradually



Portal project update - Phase II scope

Online Payment

- Portal as a platform for services & payment transaction
- Online services come at a cost to Markham
 - Software, consulting, merchant fee, etc.
- Options to address incremental cost & maintain online services
 - Absorb / Increase in fees / Convenience fee
- Payment policy to be developed & presented to General Committee
- Staff will work on implementation steps & communications plan



Portal project update - Phase II scope

Online payment

- First priority online payment service areas include:
 - ☐ Animal License (new and renewal)
 - ☐ Business License (new and renewal)
 - ☐ Parking Permits
 - ☐ Minor variances, consent for land severance (Committee of Adjustments)
 - ☐ Money donations (Museum, Theatre, Varley)
 - ☐ Memberships (new & renewals for Varley, Museum)
- Other payment services to be implemented moving forward



Portal project update - Phase II scope

GIS enhancements – for development applications

- ☐ Providing detailed property information based on address entry
 - Development district
 - Zoning bylaw
 - Zoning designation
 - Oak Ridges Moraine
 - Provincial Greenbelt
 - Conservation Authority
 - Official Plan Designation
 - Heritage Conservation District
 - MTO Regulatory Boundary
 - Federal Airport
- ☐ Enhanced customer service through efficient process



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Home



Residents



Business &
Development



Recreation &
Culture



Municipal
Government



About Markham



Business & Development

Planning & Building

BUSINESS & DEVELOPMENT

+ Permits & Licences

+ Planning & Building

+ Planning Applications

+ Official Plan & Zoning

+ Committee of Adjustment

+ Building Permits

+ Inspections

+ Heritage Designation

+ Heritage Services

Planning Studies

+ Development Charges

+ Economic Development

+ Markham Small Business
Centre

PLANNING & BUILDING

What's New

Markham is reviewing its Official Plan and preparing a new Official Plan as part of the five-year Official Plan Review, as required by Section 26 of The Planning Act, R.S.O. 1990, as amended.

Learn more about Markham's [Official Plan Review](#).

Development Districts

Markham is divided into three major Development Districts (West, East, and Central) to create a more efficient and effective structure for its overall operations. Special Heritage Districts can be found within all of these major districts.

Our District Teams include staff from Planning, Engineering, Urban Design, and Heritage and have in-depth knowledge to help you learn more about development applications, studies, special projects and general inquiries about development within their district.

Look at the [Development District map](#) and contact a team member today.

[Bookmark this page](#)



**Detailed
Property
Information**



DETAILED PROPERTY INFORMATION SEARCH

Search by address

House # Street Name Only (no street type)

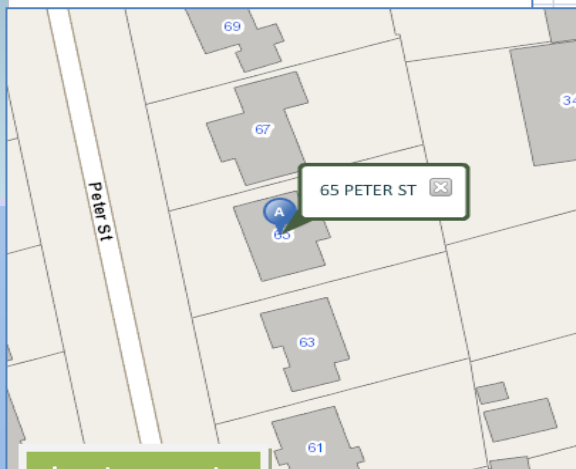
65 Peter St

Search

Example street name: Town Centre not Town Centre Blvd

Search using the Map

[For help click here](#)



Locate property
on map

DETAILED PROPERTY INFORMATION SEARCH

65 Peter St

Development District	Central
Zoning Bylaw	555-55
Zoning Designation	RR1 - Residential
Oak Ridges Moraine	Subject property is not located in the Oak Ridges Moraine
Provincial Greenbelt	Subject property is not located in the Provincial Greenbelt
Conservation Authority	Subject property is located wholly or partially within a TRCA screening zone
Servicing Allocation	
Federal Airport	
Official Plan Designation	Residential
Heritage Conservation District	Subject property is within the Markham Heritage Conservation District
Ministry of Transportation Regulatory Boundary	Not applicable to this property

(Documents,
External Sites,
Portal Pages)





Portal project update - Phase II scope

Mobility

- ❑ Making the site fully mobile accessible
 - A couple of technical options considered
 - Cost prohibitive - to be reconsidered in the future

- ❑ Mobile apps (application on mobile devices /smart phones)
 - Ideas from business units (Waste, Culture, Recreation, Operations) are being considered
 - Additional ideas from the public to be solicited
 - Considering open/public contest for development



Portal project update – Phase II scope

Social media

- ☐ Social media policy approved by council in the Fall of 2011
- ☐ Social media tools (Facebook, Twitter, Youtube) launched
 - (174 likes / over 454 followers)
- ☐ Social media workshop to be provided before the summer
- ☐ The tools are regularly used to communicate immediate news
- ☐ Corporate Communications responsible for monitoring & authoring
- ☐ Our objective is to be a leading municipality



Portal project update - Phase II summary

Functionality	Timeline
Online services	May, 2012 (9 - non payment forms)
Online Payment	Starting mid July, 2012 (Credit card payment forms)
	Q1/Q2 2013 (Interac)
GIS enhancements	May, 2012 (development related information)
Mobility	Starting Summer 2012 (mobile app)
Social media	Completed / ongoing



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Portal project update - Future roadmap

- **More self-service capabilities**
- **Single sign-on**
- **Personalization**
- **Employee portal**



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Other major IT projects update



Other major IT projects update

Telephone replacement

- ☐ Voice mail upgrade completed in Nov. 2011
- ☐ Initial phase of replacement completed on April 28th for
 - Civic Centre 8100 Warden
 - Markham Museum Varley Art Gallery
 - Operations Station 93 and Station 95
 - Thornhill, Milliken Mills, and Markham Village Community Centres & Libraries
 - Thornhill village and Unionville libraries
- ☐ Training sessions provided in March & April
- ☐ New Contact Centre Management tool & phone replacement for remaining sites to be completed in July 2012



Other major IT projects update

AV replacement

- ☐ RFP closed on April 2nd
- ☐ Partial demo session on April 24th
 - Suggested changes to be reviewed/finalized in May
- ☐ RFP evaluation and award to be completed by mid May
- ☐ Replacement (including Great Hall) to be completed by end of Sept.



Other major IT projects update

Private wireless radio network & Automated Vehicle Location

- ☐ Lease agreement with Bell signed
- ☐ Tower construction to commence following an RFP by Bell
- ☐ RFP closed on April 27th
- ☐ Next steps include:
 - Vendor selection and contract award - May
 - Design review and approval by Industry Canada
 - Implementation anticipated for Q4/2012



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Thank you!

